ABSTRACT OF THE DISCLOSURE

The voltage swing of a data signal, which is supplied to a data line, is maintained to be small, thereby reducing the power consumption. When a scanning signal supplied to a scanning line is set to an on-voltage, a data signal with a voltage, depending on the density and depending on the writing polarity, is applied to a data line. In this case, a TFT is turned on. Thus, a liquid crystal capacitor and storage capacitor store the charge corresponding to the voltage of the data signal. Then, the scanning signal is set to an off-voltage to turn the TFT off, and the voltage of the other terminal of the storage capacitor is raised from the low-level of capacitor voltage to the high-level, and the charge corresponding to the raised voltage amount is redistributed to the liquid crystal capacitor. Thus, the effective voltage value applied to the liquid crystal capacitor can correspond to the voltage swing of the data signal or more.